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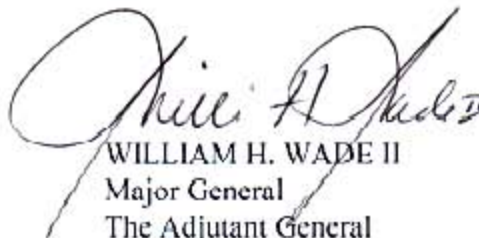
CAAG-PAO

8 February 2007

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: California National Guard Media Engagement Policy

1. All units within the California National Guard and the California Military Department are directed to notify and coordinate all statements, interviews, photo and video releases SOLELY through Joint Force Headquarters Public Affairs Office. All official written releases will originate from JFHQ PAO. The purpose of this directive is to ensure information is released to the public in an accurate and timely manner and is coordinated with proper authorities.
2. The JFHQ PAO is responsible for the release of all public information regarding the CNG and its components. This includes coordination of information with the Governor's Press Office and the Office of Emergency Services.
3. Under no circumstances should CNG personnel or employees release information about accidents, mishaps, or fatalities without JFHQ PAO coordination. **Information dealing with the overall scope of the operation, policies, and procedures are the purview of the JFHQ PAO.** Unit Public Affairs Representatives (UPAR) may confirm the obvious but may not identify names or speculate on the cause or extent of damage until cleared by JFHQ PAO. The UPARs may not release names of those involved until notification of next-of-kin is confirmed by JFHQ PAO.
4. Following coordination with JFHQ PAO, unit commanders, UPARs, and other designated spokespersons may respond to query with unclassified, factual information of local interest. They are encouraged to cooperate with media to the maximum extent possible to foster good community relations by keeping the local populace advised of Guard activities. Proactive information sharing will inspire public confidence in the CNG.
5. This policy is in accordance with NGB Pam 360-5, NGB-PA UPAR Handbook, and the JFHQ Emergency Procedures Manual.


WILLIAM H. WADE II
Major General
The Adjutant General

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